

Message Text

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PAGE 01 KINGST 03615 301348Z

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TAGS: ETRD, BEXP, JM
SUBJECT: AREAS OF ASSISTANCE REQUESTED BY GOJ UNDER SECRETARY'S
OASGA INITIATIVES - USDOC EXPORT PROMOTION ADVISORY
HW SERVICES

REFERENCE: STATE 196223

EMBASSY IN ACCORDANCE WITH REFTEL CONTACTED JAMAICA NATIONAL EXPORT CORPORATION (JNEC), THE GOJ ORGANIZATION RESPONSIBLE FOR EXPORT PROMOTION. ALTHOUGH RECENTLY NAMED EXECUTIVEDIRECTOR, PETER KING HAS NOT YET TAKEN UP DUTY, BUT JNEC RESEARCH DIRECTOR, MRS. DAWN OTTEY EXPRESSED HIGH INTEREST IN THE PROPOSAL AND SUBMITTED THE FOLLOWING AS AREAS IN WHICH ASSISTANCE IS MOST NEEDED:

1. MARKET RESEARCH METHODS
2. SHIPPING COURSES, WITH SPECIFIC EMPHASIS IN FREIGHT INVESTIGATION.

IN MARKET RESEARCH, THE JNEC IS ASKING FOR ASSISTANCE IN THE TRAINING OF ONE OFFICER WHO WOULD THEN BE IN A POSITION TO TRAIN OTHERS IN THE ORGANIZATION AND SO ENABLE THE JNEC TO CARRY OUT ITS OWN MARKET RESEARCH.. COURSE SHOULD INCLUDE PRACTICAL EXPOSURE TO THE DAY TO DAY PROBLEMS ENCOUNTERED IN CARRYING OUT RESEARCH.

THE SHIPPING COURSE SHOULD GIVE THE OFFICER A GOOD WORKING KNOWLEDGE OF:

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1. ALL THAT IS INVOLVED IN THE BUYING AND SELLING OF SHIPPING SERVICES.

2. ANALYSES NECESSARY FOR FREIGHT INVESTIGATION.

3. METHODS OF COLLECTING, COLLATING AND ANALYSING OF DATA NECESSARY TO CARRY OUT THE FUNCTIONS OF A SHIPPERS COUNCIL.

EMBASSY COMMENT:

POST RECOMMENDS THAT FURTHER COMMUNICATION ON THE SUBJECT SHOULD AWAIT OCTOBER 1, WHEN THE NEW EXECUTIVE DIRECTOR OF JNEC TAKES CHARGE.

DORRANCE

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NNN

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